

PHILIP MORRIS U.S.A.
120 PARK AVENUE
NEW YORK, NY 10017 07AM

Western
Union Mailgram



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E. Weinstein

MR ROY ANISE
PHILIP MORRIS USA
120 PARK AVE
NEW YORK NY

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TO OUR DIRECT CUSTOMERS:

FAMOUS VALUE BRANDS IS PLEASED TO ANNOUNCE THAT, EFFECTIVE WITH SHIPMENTS OF MONDAY, AUGUST 10, 1987, AND UNTIL FURTHER NOTICE, WE WILL DEDUCT OFF-INVOICE 50 CENTS PER THOUSAND CIGARETTES (10 CENTS PER CARTON) ON ALL OF OUR GENERIC AND PRIVATE LABEL BRANDS.

WE WILL ISSUE TO YOU A CREDIT MEMO FOR 50 CENTS PER THOUSAND CIGARETTES, LESS 2 PERCENT, AS SOON AS PRACTICABLE AFTER AUGUST 10, 1987, FOR ALL OF OUR GENERIC AND PRIVATE LABEL CIGARETTES SHIPPED TO YOU DURING THE PERIOD JULY 1 THROUGH AUGUST 7, 1987 AT THE NEW PRICES ANNOUNCED IN OUR MAILGRAM OF JUNE 11, 1987.

YOUR FVB SALES REPRESENTATIVE WILL BE CONTACTING YOU SOON WITH ADDITIONAL OPPORTUNITIES TO ASSIST YOU IN SELLING OUR GENERIC AND PRIVATE LABEL PRODUCTS TO YOUR CUSTOMERS.

THANK YOU FOR YOUR CONTINUED SUPPORT AND COOPERATION.

FAMOUS VALLE BRANDS
A DIVISION OF PHILIP MORRIS INC.

15:10 EST

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